

ANNUAL REPORT

1945 - 1946

UNIVERSITY OF MICHIGAN
EXTENSION SERVICE
BUREAU OF BROADCASTING

LEARNING
FOR
LIVING

BUREAU OF BROADCASTING
UNIVERSITY OF MICHIGAN EXTENSION SERVICE

July 1, 1945 - July 1, 1946

The 1945-46 Broadcasting Season marked the 21st year of broadcasting over commercial stations by the Broadcasting Service of the University. In 1925 programs originated from the top floor of old University Hall in a room not designed for broadcasting and selected only because it had a rug and a piano. In 1927 Morris Hall was remodeled and equipped with an announcing booth, studio, control room, and a band practice hall which could be used for broadcasting purposes. These quarters were used jointly by the University Band, by the Department of Speech for classes in radio, and by the Broadcasting Service. In March 1946 the Broadcasting Service was moved to Rooms 4006 and 4007 Angell Hall. Two acoustically treated studios and a single control room were constructed by the Plant Department. The Angell Hall studios are used jointly by the Speech Department and the Broadcasting Service.

During the year 1925, ten programs were presented over Station WRJ and WCX (now station WJR). In 1945-46 seven hundred thirty-six programs were broadcast over four different commercial stations and the educational station owned by Michigan State College.

During the 1945-46 Broadcasting season the four commercial stations gave to the University periods upon the air which could have sold commercially for a total of \$41,530. Of this amount WJR (Detroit) donated time having a commercial value of \$31,180; Station WPAG (Ann Arbor) donated time having a commercial value of \$9,300; Station WKZO (Kalamazoo) presented 10 quarter hour programs using time valued at \$600; and Station WJEF (Grand Rapids) \$450.

During the 1945-46 season of broadcasting the various series of radio programs included: The Medical Series, presented by members of the faculty of the School of Medicine and of Post Graduate Medicine, two series of programs presented by the faculty of the School of Education, two series by the School of Business Administration, a Veteran's Counseling Service Series, Religion in Review Series by Dr. Edward W. Blakeman, the Workers Educational Series, School of Music Series, Dramatic Series, Story Time for Children, Campus News Series presented by the News Dissemination Service, the Adult Education Program Series, the Home Planning Series by members of the faculties of the Colleges of Architecture, Engineering and the Law School, Victory Reunion Series, a series on the University Carillon played by Mr. Sidney Giles, Stump the Professor, and Hymns of Freedom.

A total of 188 members of the University faculties have participated in speech programs during the year. Excellent cooperation was given by the School of Music which appointed Professor Hanns Pick as director of its music program, by the Department of Post Graduate Medicine, whose chairman was Dr. Marvin Pollard, the School of Education series arranged by Dean Edmonson, the Adult Education Program which was supervised by Mrs. Rubin, the Workers Education Program arranged by Professor G. Clark Dickinson and Mr. A. K. Stevens, the Veterans series by Mr. Clark Tibbetts and Professor Charles Jameson, the Hymns of Freedom by Dr. Donald E. Hargis and Professor Arthur Hackett.

Recognition and appreciation should be given to a number of members of the faculties for their continuous participation in series of programs during the year: Professors Randolph Adams, Arthur Hackett, Donald Hargis, George Kiss, Charles Jameson, Amos Morris, Hanns Pick, Benjamin Wheeler, Robert Angell, Dr. Frank Robbins, Dr. Edward W. Blakeman, Mr. Clark Tibbetts, Mr. Sidney Giles, Mr. A. K. Stevens. These men graciously participated in programs week after week.

Listener response upon the programs for the year has been very heavy--much too large to count for this report, however, in a period covering four broadcasts of "Stump the Professor" a total of 329 letters were received. These came from 83 cities in Michigan, 34 cities in Ohio, 8 cities in Indiana, also letters from New York, Massachusetts, New Jersey, Nebraska, Pennsylvania, Maryland, Kentucky, Illinois, Wisconsin, Minnesota, Missouri, Louisiana, Texas, Washington, Oregon, California, Iowa, South Dakota, and Canada. During the year 37 members of the Medical faculty have spoken. Counting the replies upon a single one of these--Dr. Raymond W. Waggoner--131 letters were received from 19 states. This may be taken as representative of the listeners response to other programs in the Medical Series. Other programs which bring in mail response are the "Hymns of Freedom", "Religion in Review," "Home Planning Series," and "Veterans Counseling Service."

A decided increase in the use of transcriptions has been evidenced this year. These transcriptions are made in the Angell Hall studios and provided to various stations. The Medical Series is transcribed and used over WJR, Detroit and later over WKAR East Lansing and will be used later in the northern peninsula. The Home Planning Series transcribed has been used over Stations WKZO Kalamazoo, WJEF Grand Rapids and WPAC Ann Arbor. The Workers Education program will be transcribed for WKAR and to be used later by various workers groups in their own localities. The use of such transcriptions partially solves the problem of obtaining speakers in this period of vastly increased enrollment. Such transcriptions are spaced over radio stations which do not serve the same area.

The control equipment in Angell Hall is being entirely reconstructed, with all new wiring and a large amount of new equipment, to make this installation permanent so that it may be used by the Speech Department for the teaching of Broadcasting and for the origination of radio programs which will be presented by the Speech Department after the Broadcasting Service is moved to the new studios to be constructed in the General Service Building. However microphones and remote equipment loaned by Station WJR is still being used. Such equipment must be replaced by University owned equipment as soon as conditions permit its purchase.

On May 29, 1946 the University placed an order with the General Electric Company for 50 kw transmitter (type BT-5-A) together with spare tubes, modulator, power supply, monitoring equipment, two loud speakers, transmitter control equipment, control console, cabinet racks, turn tables, and microphone. All of the equipment with the exception of the transmitter is to be delivered within 6½ months (January 15, 1947). At this time a 3 kw transmitter is to be loaned to the University for use pending the contract delivery date of the 50 kw which is 12 months. On January 9, 1946 the University placed an order for a Wincharger Radio Tower, 400 feet high with 8 bay antenna and beacon and flashers, for delivery as soon as the road is completed to the transmitter site on Peach Mountain. On January 24, 1946 an order was placed with the Radio Corporation of America for two turn tables with vertical-lateral pick up and filters together with the amplifiers; delivery to be made in 8 months. The above equipment is to be used for the University FM Station WATX. The construction of this station has been delayed by the Civilian Production Administration ban on building, however it is anticipated that construction on this building and the installation of equipment will be started early in 1947. On June 22, 1946 ground was broken for the General Service Building which will be located opposite Angell Hall and will include the studios for the new FM station. University architects and the Director of Broadcasting inspected radio studios throughout the east to observe the most recent methods of construction. Plans call for four studios of various sizes each with its own control room, offices, shop, libraries for continuity and music transcriptions, recording room, audience chamber and lobby.

During the year the Director of Broadcasting spoke at the National Conventions of the Institute of Education by Radio, The American College Public Relations Association, The School Broadcast Conference, The National University Extension Association, a radio meeting of the Lansing Public Schools and was appointed to National Council on Radio Speech (NATS).

Waldo Abbot, Director

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